

**DRAFT GENERAL PLAN UPDATE – COMMUNITY WORKSHOP
NOVEMBER 6, 2010 – MEETING NOTES**

I. Presentation Notes

1. South Fremont/Warm Springs

- Incentives to attract industry?
- Santana Row? Challenges—competing with downtown SJ retail. How will Fremont manage similar situation?
- Existing retail centers that exist in or near the study area. How to maintain balance?
- Circulation: can more area to south of Tesla plant be added to study? Makes sense to extend study southward for circulation and other land use reasons.
- Mention of computer/high tech—need to expand on pharmaceutical/biotech cluster. Capitalize on this strength. Transit will support this. Vans, shuttle from other rail & transit options.
- Support of high quality Sports Club (Palo Alto example). Echo of 2nd comment. Make retail walkable.
- How will EDA process encourage walkability and vitality around BART station?
- Extensive amounts of existing vacant industrial buildings
- Pedestrian facilities lacking/absent
- Need to provide better support to small businesses

2. Climate Action Plan

- Work with PG&E on programs and public education
- Consider an ecology center in the City
- Promote/encourage energy audits
- Promote/encourage “511” commute alternatives
- Monitor traffic signals to minimize traffic idling
- Collaborate with FUSD for rideshare, biking, walking
- Green Building standards should be required

3. Mobility

- How do you make the significant change from auto-based to integrating other modes?
- Planning for various freight movements/modes (truck/rail)
- Tramway concept at Lake Elizabeth?
- Signal timing in Fremont vs. Newark? (key intersections)
- Reducing Vehicle Miles Traveled: impact of school year’s effect on traffic. (Policies to address?) Work w/FUSD, etc . . .
- Complete Streets—Include Disability Community?
- Universal design concept used in Plan
- Problem: City doesn’t control bus system
 - BART hub doesn’t work for passengers
 - Shopping center integration
 - Fremont creating own bus system separate from AC Transit?
 - Smaller targeted shuttles? (e.g. Library)

- Federal regulations and funding mechanisms?
 - School for Blind, e.g.
- Where would Niles Canyon trucks go?
 - Mission Blvd.
 - Truck Scale bypass issue
- S.R. 2.S—school trip reduction
- Online services and payment to avoid VMT
- Electric vehicle charging stations
 - City looking into
- Onsite parking and connection to attractive street design (off-street?)
 - Garage use

4. Midtown

- Back in angle parking. Concern for adjacent driveway sight-lines
- Whole Foods?
- Why more roads when we want more pedestrian friendly area?
- Lack of access from Fremont Blvd. to CBD has been a problem. Capitol Ave. extension will help.
- Will parking be free?
- How will plan encourage cultural diversity?
- Balance between residential and commercial—no ghost town after 6:00 pm
- Building height limits?
- Developer incentives
- Plazas and community places
- Are there crime statistics regarding smaller blocks?
- Balance strict guidelines with needs of current land owners.
- Is 1.25 FAR enough?
- More modern architecture (more than Urban Housing project)
- Circulation and Land Use is very good
- “Midtown” is not best name—Downtown or City Center are better names
- Encourage better connection to BART outside Midtown Plan area.
- Will this be good/bad for Hub?

5. Community Character

- On-street parking on Urban Corridors should be strictly controlled
- Cover security in the element
- Office/employment generating uses allowed in Town Centers
- Civic Center should be unified, Performing Arts Center, Civic Buildings, Public Art
- Bring back city’s icon (Fremontia Flower)
- Consider establishing Design Review Board
- Include “Preserve” in the element.

6. Housing

- How do we get a permit for a second unit?
- Do the Regional Housing Need Allocation (RHNA) numbers include rental housing, too? (yes, rental and ownership).

- Are the RHNA numbers the minimum # of units Fremont has to provide?
- How did we do in the last round (RHNA)?
- How are affordable housing projects financed?
- How does ABAG fit in?
- How willing are we to take on more than our fair share (RHNA)?
- Is any housing envisioned for Auto Mall and Warm Springs area?
- How do we plan to meet infrastructure demands?

7. Economic Development

- Midtown—How is interest (activity) generated after 9 pm? With mixed use, how will parking be managed?
- Movie Theater @Pacific Commons—what are adjacent uses? (Bar/lounge, restaurants?)
- Need to capitalize on non-residents coming to Fremont attractions (e.g. BART, Mission Peak, Coyote Hills)
- How proactive is City being to address long term trends vs. short-term reactions (e.g. global economic impacts on Solyndra)?
- Desired industries w/advanced educ. requirements—do local residents/workforce match desired industries?
- Unemployment rates locally, including folks who are no longer on unemployment rolls
- Are there local hiring tax incentives (to hire Fremont residents)?
- Ohlone College has large role in training workforce for advanced technologies
- Set up apprenticeship program w/FUSD and industries for seniors to learn job skills
- Labor organization programs are effective; changes post-progress due to lack of employment opportunities.
- Provide support to businesses that do not provide sales tax, but do provide jobs (employees) who shop locally

8. Parks and Recreation

- Trail/linear parks
 - Equestrian uses allowed?
 - How to maintain? (relatively low maintenance facilities)
 - Visibility important
- Work with EBRPD to obtain/develop linear parks
- How will Measure WW funds be used? (The Capital Improvement Program (CIP) is mechanism for allocating funds)
- Urban agriculture/community gardening will become greater emphasis (California Nursery as example)

II. Comments, Questions, Reflections (at end of session)

- Warm Springs—large number of residents but limited services and access. Where will schools go and how will students get to them? Safe paths of travel? How will we accommodate housing? New public facilities planned and at what locations?
- Linear park along rail line. Where is it? (abandoned UPRR line)
- Traffic congestion and parking overflow from BART at end-of-line station
- Auto Mall/Warm Springs intersection over capacity
- Don't make the shopping center the "defining element" of Warm Springs

- What makes Fremont unique is the 5 different districts—form neighborhood groups in each area, bring them together to share ideas and suggestions for each area
- Use parking to guide development rather than Floor Area Ratios
- The 1991 Plan was very detailed—like a zoning ordinance—led to many Planned Unit Developments. Measure success of this General Plan by volume of PUD applications
- Vacant land near Warm Springs Station could be mixed use/sports facility (attract hotels, etc.)
- When will other communities have their meetings?
 - Warm Springs (Area Plan) Dec. 6
 - Centerville Jan. 26, Others?
- Hotel occupancy is 62%--what are plans to make us more of a destination? Conferences, etc.
- Is BART Station on schedule? (Mid-late 2015 for Warm Springs and Irvington, 2016 for Berryessa).
- Plans for Community Advisory Group to steer implementation of General Plan? (plan is to use existing advisory bodies). Include disabled community in process.

III. Comment Card Notes

General Comments

- Q&A during presentations not long enough
- Follow up meeting would be helpful to stay involved
- Excellent presentations
- Keep small community groups together
- Avoid drop-in/drop-out format
- Appreciate the work in presenting Universal Design - great idea.
- Preservation of older neighborhoods important
- Warm Springs identified as Town Center (it is)
- Signage in Fremont should be in English and another language if desired to celebrate diversity rather than separation
- Consider a pedestrian bridge across Paseo Padre to facilitate BART connection
- Kick-start development by building a recognizable and distinct City Hall with performing arts venues
- Like the direction the City is heading in for the Midtown area. Incentives for business owners and developers will be important in order to give them a reason to invest in the area.
- Majority of BART users come from surrounding towns but City receive no revenue from these visitors.
- Fremont Blvd is one of only 3 streets that go the entire length of the City. Should not create bottle neck on Fremont Blvd. Remove on-street parking for more room for bicycle lanes and wider sidewalks and provide parking to the rear of buildings.
- Hard to restrict shopping trips to bike and walking only
- Would like to see upscale, high quality, sports, leisure, health club that accommodate sports clubs, health facility, spa, senior housing, community centers, art/cultural centers to create a great sense of community.

IV. General Plan Goals Dot Exercise

Participants were asked to place up to 4 dots to the goals next to the goals that should receive the highest implementation priority. The results are as follows:

14 Dots

- *Economic Development Goal 6-1: A Dynamic Local Economy*
A dynamic local economy that attracts investment, increases the tax base, generates public revenues, creates employment, recreational, shopping and service opportunities for residents, and maintains a balance of jobs and housing.
- *Public Facilities Goal 9-11: City/School Coordination*
Coordination between City-sponsored programs and related programs of educational institutions.

9 Dots

- *Community Character Goal 4-1: City Form and Identity*
A stronger, more memorable civic identity, shaped by well-kept neighborhoods, distinctive centers and work places, attractive transportation corridors, high-quality public spaces, and the scenic natural backdrop of Fremont's hills and shoreline.
- *Housing Goal 3: Encourage the Development of Affordable and Market-Rate Housing in Order to Meet the City's Assigned Share of the Regional Housing Need.*

8 Dots

- *Land Use Goal 2-1: City Form and Structure*
A city transformed from an auto-oriented suburb into a distinctive community known for its walkable neighborhoods, dynamic city center, transit-oriented development at focused locations, attractive shopping and entertainment areas, thriving work places, and harmonious blending of the natural and built environments.

7 Dots

- *Mobility Goal 3-1: Complete Streets*
City streets that serve multiple modes of transportation while enhancing Fremont's appearance and character.
- *Housing Goal 2: Ensure Availability of High Quality, Well-Designed and Environmentally Sustainable New Housing of All Types throughout the City.*

6 Dots

- *Mobility Goal 3-5: Connecting to the Region*
Fremont becomes a more prominent regional transportation hub and is seamlessly connected to locations throughout the Bay Area and state.
- *Community Character Goal 4-5: City Beautiful*
Protection and enhancement of Fremont's aesthetic and visual character.

- *Housing Goal 5: Ensure that all Persons Have Equal Access to Housing.*

5 Dots

- *Land Use Goal 2-6: Open Space*
An open space “frame” around Fremont, complemented by local parks and natural areas, which together protect the city’s natural resources, provide opportunities for recreation, enhance visual beauty, and shape the city’s character.
- *Mobility Goal 3-3: Accessibility, Efficiency and Connectivity*
Maximize the efficiency of the transportation network, and its ability to connect the city, minimize travel distances, and increase mobility for all residents.
- *Community Character Goal 4-3: Building Design*
Buildings and site plans that create great places of lasting value.
- *Housing Goal 7: Ensure Availability of Supportive Services to Help People Stay Housed.*

4 Dots

- *Focus on Sustainability*
 - Responding to Climate Change
 - Transit Oriented Development
- *Mobility Goal 3-2: Reducing Vehicle Miles Traveled*
Improve mobility in Fremont while reducing the total number of vehicle miles traveled.
- *Community Character Goal 4-2: Sustainable Design and Construction*
A city that becomes more sustainable and walkable through community planning, design, and building.
- *Community Character Goal 4-4: Public Space*
Streets, sidewalks, parks, plazas, civic buildings, and other public spaces that contribute to Fremont’s sense of place and visual quality.
- *Community Character Goal 4-6: Historic Preservation and Cultural Resources*
Conservation and enhancement of Fremont’s historic structures, sites, and landscapes into the 21st Century and beyond.
- *Conservation Goal 7-1: Biological Resources*
A thriving natural environment with protected habitat that enhances the biological value of the City and preserves the open space frame.
- *Public Facilities Goal 9-12: Health and Human Service Programs*
A continuum of effective, accessible health and human service programs.

- *Safety Goal 10-7: Community Emergency Preparedness*
Provide effective, efficient, and immediately available Community Emergency preparedness programs response in the event of a natural or man-made disaster.
- *Safety Goal 10-9: Crime Preventative Community Planning*
Create and maintain a safe community through the incorporation of crime prevention design techniques into new development and redevelopment projects.

3 Dots

- *Focus on Sustainability*
 - Energy Conservation/Renewable Energy
- *Land Use Goal 2-3: Complete Neighborhoods*
Compact, walkable, and diverse neighborhoods, each with an array of housing types and shopping choices, with parks, schools, and amenities that can be conveniently accessed by all residents.
- *Land Use Goal 2-5: Employment Districts*
Strengthen Fremont as a major regional job center, a health care and professional office hub, a preferred location for technology, research, and development, and home to a diverse mix of businesses and industries.
- *Economic Development Goal 6-2: Vibrant Shopping Areas*
A hierarchy of well-defined vibrant commercial centers that meet the retail shopping, entertainment, dining and service needs of Fremont residents and the local region.
- *Conservation Goal 7-4: Water Conservation*
A water conservation program with measurable results consistent with Alameda County Water District's Urban Water Management Plan and with the City's greenhouse gas reduction goals.

2 Dots

- *Focus on Sustainability*
 - Urban Forest
 - Waste Reduction/Recycling
- *Land Use Goal 2-4: Centers and Corridors*
Distinctive, vibrant centers and corridors that accommodate housing, commerce, shopping, services, civic activities, entertainment, and culture.
- *Mobility Goal 3-4: Balancing Mobility and Neighborhood Quality*
A transportation system that balances speed and convenience with the desire to have walkable neighborhoods and an enhanced sense of place.

- *Mobility Goal 3-7: Parking*
Parking that meets the needs of residents, workers, visitors, and shoppers in a way that is consistent with broader goals related to sustainability and community character.
- *Housing Goal 1: Preserve and Enhance Existing Homes and Neighborhoods.*
- *Economic Development Goal 6-3: A Diverse Mix of Industrial and Technology Uses*
A diverse mix of industrial and technology uses to provide jobs and tax revenues for the community.
- *Economic Development Goal 6-4: Promoting International Trade*
Promote Fremont as a “Location of Choice” for international trade.
- *Economic Development Goal 6-5: Sustainability*
Promote environmental sustainability in the business sector.
- *Economic Development Goal 6-6: Promoting Fremont*
Promote Fremont’s high quality of life to prospective businesses, residents, shoppers, and visitors.
- *Conservation Goal 7-6: Land Resources*
Urban development consistent with soil conditions to minimize erosion and protect health and property.
- *Parks and Recreation Goal 8-1: A Wide Range of Parks and Recreational Facilities*
Provide a wide range of parks and recreational facilities to reflect the community’s desire for a variety of recreational experiences.
- *Parks and Recreation Goal 8-3: Interagency Collaboration*
Collaborate with other entities including FUSD, and EBRPD to maintain and expand opportunities for public recreation.
- *Safety Goal 10-2: Seismic Hazards*
Minimum feasible risk to life and property resulting from seismic hazards.
- *Safety Goal 10-5: Emergency Response*
A 6 minute 40 second response 90% of the time for emergencies in areas located below the Toe of the Hill (TOH).